



Improving mobility access in Northwest Ohio
Brokerage and Call Center Plan

Goal: Create a system where riders can make one call to schedule a ride.

Strategy: Create a brokerage system through a multiple phase effort.

- Phase 1: Identify Lead Agency
- Phase 2: Develop MOU
- Phase 3: Internal Ride Brokerage
- Phase 4: Call Center Opens

Phase 1: Identify Lead Agency

Interested agencies create a proposal on how they would lead this initiative. Must identify:

- What ODOT funding stream would be utilized? Create a budget and identify match-funding streams for sustainability.
- Proposed method of brokering rides.
- Call center structure and operations.

Phase 2: Develop MOUs

- Lead agency develops memorandum of understandings with providers and programs
 - Providers must maintain appropriate certifications to transport based on funding stream requirements
 - Providers identify populations, funding streams, hours of operation, etc.
- Providers begin integrating scheduling software in their internal efforts based on MOU

Phase 3: Internal Ride Brokerage

- Participating agencies book rides in scheduling software system.
- Agencies unable to provide rides may request assistance from lead agency. Lead agency brokers ride to other participating agency.
- Billing processes created between interagency transportation

Phase 4: Call Center Opens

- Creating operations for call center
- Public marketing for call center

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